

*“Create
sustainable
crop solutions
to enhance farm
productivity.”*



VST SHAKTI

V.S.T. TILLERS TRACTORS LTD.



A VST GROUP
ENTERPRISE

Regd. Office: Plot No- 1, Dyavasandra Indl. Layout, Whitefield Road, Mahadevapura Post, Bengaluru-560048, Karnataka. INDIA
Phone: +91 - 80 - 67141111, e-mail: tollfree@vsttillers.com, sales@vsttillers.com
CIN: L34101KA1967PLC001706. www.vsttillers.com

1800 4190136

[/vsttillers](https://www.facebook.com/vsttillers)



<http://bit.ly/VSTVideos>



[/company/vst-tillers](https://www.linkedin.com/company/vst-tillers)



VST SHAKTI SAMACHAR

NEWSLETTER FOR THE PERIOD OF : APRIL - JUNE - 2019 VOL. XXII, ISSUE XXII PUBLISHED BY : “TEAM VST”



Only for internal distribution.

SYNOPSIS

FROM THE EDITOR'S DESK

MILESTONE

Won ITOTY 2019 Award

New Dealer Showroom - Gujarat

New Dealer Showroom - Odisha

New Dealer Showroom - Assam

New Dealer Showroom - Maharashtra

New Dealer Showrooms - Karnataka

5 Years Extended Warranty Launch & Implementation - Pan India

MELAS/EXHIBITIONS

Kisan Mela - Punjab

Agri Intex Expo - Tamil Nadu

Krishi Mela - Gujarat

PROMOTIONAL ACTIVITIES - TILLERS & FARM EQUIPMENTS

Dealer Meet - Tamil Nadu

Mega Customer Meet - Pan India

Round Table Conference - Assam

Mechanics Meet - Odisha

Demo Remote Control Tiller - Karnataka

Demo VST Shakti 5PR Reaper - Bihar

Dealer Sales Executive Training - Pan India

Export Executives Training - Karnataka

RTP & Mat Nursery Training cum Demonstration
- Pan India

Farmer Training - Jharkhand

Livelihood Farm Mechanization - Assam

PROMOTIONAL ACTIVITIES - TRACTORS

Old Customers Meet - Maharashtra

Mechanics Meet - Assam

Mechanics Meet - Maharashtra

Demo Viraat Plus - Tamil Nadu

Demo Viraaj XP - Karnataka

Demo Viraaj XT - Andhra Pradesh

Demo Branson - Tamil Nadu

Demo MT 180/JAI 2W - Tamil Nadu

Dealer Sales Executive Training - Pan India

Students Internship Training - Karnataka

Mechanic Training - Karnataka

SERVICE CAMPS

PR ACTIVITIES

FROM THE EDITOR'S DESK

On behalf of VST, the Editorial Team of VST Shakti Samachar Newsletter have pleasure in presenting you all the April – June 2019 edition of VST Shakti Samachar Newsletter. We are delighted to share the contributions of our committed dealers, sales team and other staff members of VST. Please visit all the pages to see the wonderful contributions and colorful events during April – June 2019. You will find interesting facts and figures about VST and its dealers in the pages of VST Shakti Samachar Newsletter.

It is our pleasure to share with you that VST won the prestigious Indian Tractor of the Year (ITOTY) 2019 award in the Best Power Tiller of the Year for VST Shakti 135DI Ultra and Best Tractor under 20HP for VST Shakti MT 180D tractor. We thank our patrons and expect the continued support.

This issue contains the details about training, demos, meets, melas and service camps organized by VST during the quarter. Please feel free to leave comments and suggestions to share your thoughts. We appreciate your continuous support and happy to have you as a patron of VST Shakti Samachar Newsletter.

Thank you all.

With thanks and regards,

The Editorial Team.



WON ITOTY 2019 AWARDS

V.S.T. Tillers Tractors Ltd. won the prestigious Indian Tractor of the Year (ITOTY) 2019 award as the Best Power Tiller of the Year for VST Shakti 135DI Ultra Power Tiller and Best Tractor under 20HP for VST Shakti MT 180D tractor. VST thanks all the patrons and well-wishers and looks forward for their continued support.



NEW DEALER SHOWROOM - GUJARAT

M/s. Bandidhari Tractors inaugurated a new showroom at Bhavnagar in the presence of MLA of Bhavnagar, Gujarat along with Mr. Rajeev, VST Gujarat State Head and bank representatives in April 2019.



NEW DEALER SHOWROOM - ODISHA

M/s. KoshalAgrotech, a new VST Shakti showroom was inaugurated in Bargarh, Odisha in May 2019. Mr. Jujhar Singh, Senior VP of VST inaugurated the showroom. Mr. Rajesh Wani, GM, Mr. C. P. Rao, Odisha State Head, Mr. J. N. Bhanja, Divisional Manager, local agriculture DDA, DDH, AE and farmers union of Bargarh district were also present at the inauguration event.



NEW DEALER SHOWROOM - ASSAM

M/s. Suruj Enterprise new showroom opening ceremony cum farmer meet was held at Bakalia Town, Karbianglong District of Assam in June 2019 in the presence of District Agricultural Officials and progressive farmers.



NEW DEALER SHOWROOM - MAHARASHTRA

M/s. Sagar Automobiles opened an excellent showroom at Karad, Maharashtra in June 2019 exclusively for Tillers and Farm Equipment products.



NEW DEALER SHOWROOM - KARNATAKA

M/s. Hemavathi Agro Equipments inaugurated a new showroom at Turuvekere, Tumkur District, Karnataka in June 2019.



NEW DEALER SHOWROOM - KARNATAKA

M/s. Hasiru New Tech inaugurated a new showroom at Hunasur, Mysore District, Karnataka in June 2019.





5 YEARS EXTENDED WARRANTY LAUNCH & IMPLEMENTATION - PAN INDIA

VST Shakti's 5 years extended warranty program for tractors up to 30HP was launched and implemented pan India during the quarter of April – June 2019. The coverage of warranty, spares, settlement procedure and its benefits were explained at the launch program.



KISAN MELA - PUNJAB

V.S.T. Tillers Tractors Ltd. participated in the Kisan Mela held at Jalandhar, Punjab in April 2019. Officials from VST team explained the details about VST Shakti rice transplanter to the agriculture enthusiasts from the region.



AGRI INTEX EXPO - TAMIL NADU

A 3 day AgriIntex Expo exhibition was held at Tiruvannamalai, Tamil Nadu in May 2019. M/s. Good Earth Agri Machinery participated in the expo representing V.S.T. Tillers Tractors Ltd.

KRISHI MELA - GUJARAT

VST Shakti dealer M/s. Shree Vinayak Tractor from Jamnagar participated in the Kirshi Mela held at Jamnagar, Gujarat in June 2019.



PROMOTIONAL ACTIVITIES - TILLERS & FARM EQUIPMENTS

DEALER MEET - TAMIL NADU

A dealers meet for tillers was organized at Trichy, Tamil Nadu in April 2019. Vice President - Tillers Mr. Jey Subramanian along with spares and service heads and tiller and FE sales and service team attended the meet to appreciate the dealer network of Tamil Nadu for their efforts and encourage and support them to work hard to achieve higher targets going forward.



MEGA CUSTOMER MEET - PAN INDIA

V.S.T. Tillers Tractor Ltd. had conducted mega customer meets across Orissa, Assam, Tamil Nadu, Gujarat and other states through VST authorized dealers in their respective territories during April to June 2019.



ROUND TABLE CONFERENCE - ASSAM

V.S.T. Tillers Tractors Ltd. participated in a round table conference of farm mechanization and post-harvest technology which is suitable for Assam & NE in presence of IRRI, AAU, CAU officials, NRFMTTI director and Agricultural Department officials in May 2019.



MECHANICS MEET - ODISHA

M/s. Seema Enterprises, Bargarh, Odisha organized Freelance Mechanics meet exclusively for power tillers and farm equipment in May 2019. The participating mechanics were explained about spare parts business, how to achieve the target, new VST Shakti engine oil and gear oil, service schedule parameters and also tillers 1 + 1 extended warranty policy. The dealer sales team had a detailed discussion with the mechanics on how to increase effectiveness of service camps. M/s. Seema Enterprises declared various schemes to mechanics to achieve the spares and lubricants target for the financial year.



DEMO REMOTE CONTROL POWER TILLER - KARNATAKA

VST conducted a demonstration program to showcase the working of remote control operation power tiller in wet and dry puddling at Tumkur, Karnataka in June 2019 in the presence of Mr. Abhijith K and Mr. Masethung. The farmers who attended the demo were very happy with the performance.



DEMO VST SHAKTI 5PR REAPER - BIHAR

M/s. Shree Ganesh Enterprises conducted demonstration programs for farmers groups of IDF NGO Samastipurat Barh, Bihar in April 2019. The farmers were given product knowledge, daily maintenance and demo of VST Shakti 5PR reaper.



DEALER SALES EXECUTIVE TRAINING - PAN INDIA

Dealer Sales Executive meet and training program for Tillers and Farm Equipments sales personnel were organized throughout India during May – June 2019. The dealer sales executives were given sales and product training at the meets.



EXPORT EXECUTIVES TRAINING - KARNATAKA

An all products orientation training program was conducted for the Export marketing executives at GKVK training center, Bangalore, Karnataka in April 2019.



RTP & MAT NURSERY TRAINING CUM DEMONSTRATION - PAN INDIA

Mat nursery and Rice transplanter training and demonstrations were conducted throughout India during April – June 2019 through our dealers at their respective areas to promote complete farm mechanization for paddy farming. The usage and benefits of the use of VST Shakti rice transplanter were explained to the farmers during the demonstrations.



FARMER TRAINING - JHARKHAND

Farmers training program was conducted at JAMTTC training institute, Ranchi, Jharkhand in June 2019. A total of 6 Women Self Help Groups attended the training and more than 60 female farmers were given training in usage of both VST Shakti power tillers and tractors and their daily maintenance procedures.



LIVELIHOOD FARM MECHANIZATION - ASSAM

Livelihood – farm mechanization project, a CSR initiative of Assam Gas Company Limited and implemented by RGVN group was conducted at various villages of Assam in June 2019. The farmers were given training on operation and maintenance of VST Shakti power tillers under this project.

PROMOTIONAL ACTIVITIES - TRACTORS

OLD CUSTOMERS MEET - MAHARASHTRA

M/s. Sangameshwar Agro Services organized an old customer meet at Kadgaon, Latur, Maharashtra in May 2019. Around 200 customers from the area attended the meet. VST new products Viraj 9054, Virat Plus, 22HP and 18.5 tractors were displayed.



MECHANICS MEET - ASSAM

Mechanic meet was organized under M/s. North Eastern Trade Agency, Morigaon, Assam in May 2019. Total 36 mechanics participated in the meet.

MECHANICS MEET - MAHARASHTRA

M/s. Kade Automobile had organized Mechanics meet at Solapur, Maharashtra in April 2019. Around 25 mechanics attended the meet which was conducted in the presence of Mr. Prashant Biradar and Mr. Nagababu Borra. The participating mechanics were explained about V.S.T. Tillers Tractors Ltd., VST products and 5 year warranty policy.





DEMO VST SHAKTI VIRAAAT PLUS - TAMIL NADU

Wet puddling demonstration with VST Shakti MT 270 Viraat Plus tractor was conducted at Papanasam village, Thanjavur district, Tamil Nadu by M/s. Amarnath Agencies, Kumbakonam in May 2019.

DEMO VST SHAKTI VIRAAJ XP - KARNATAKA

A demo program to showcase the working of VST Shakti 9054 Viraaaj XP tractor with reversible MB plough attachment was conducted at Gokak, Belagavi district, Karnataka in June 2019.



DEMO VST SHAKTI VIRAAJ XT - ANDHRA PRADESH

M/s. Sri Guru Sai Agri Tools, Tadipatri, Andhra Pradesh, conducted a demo program in June 2019 to showcase the working of VST Shakti 9045 DI Viraaaj XT tractor at granite quarry in Akiredipalli village. During the demo, the tractor trial tested showed the haulage capacity of a total weight 14.8 tons.



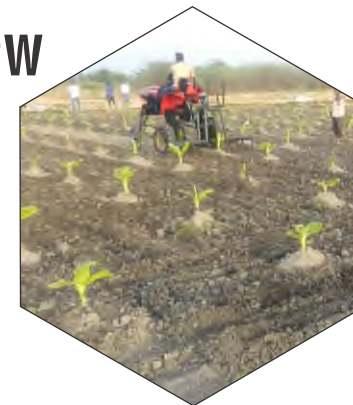
DEMO VST SHAKTI BRANSON - TAMIL NADU

M/s. Arvind Agencies organized a demonstration program of VST Shakti 5025R Branson tractor with baler attachment at Mannargudi, Tamil Nadu in June 2019.



DEMO VST SHAKTI MT 180/JAI 2W - TAMIL NADU

A demonstration program with VST Shakti MT 180 / JAI 2W tractor was conducted at Madurai Tamil Nadu by M/s. Venkateswara Enterprises in May 2019. The working of height attachment with our tractor was demonstrated at Banana plantation and Jasmin flower gardens.



DEALER SALES EXECUTIVE TRAINING - PAN INDIA

Dealer Sales Executive meet and training program for Tractors sales personnel were organized throughout India during May – June 2019. The dealer sales executives were given sales and product training at the meets.



STUDENTS INTERNSHIP TRAINING - KARNATAKA

A 4 months long internship training course for Maharashtra Agricultural University students was completed at GKVK training center in April 2019. The students were given training in hydraulic flow routing, basics of hydraulic, working of each valve, mechanical linkage and other topics. They were also given a tour of the Hosur tractor factory where the students could get a first hand experience of the production work.



MECHANIC TRAINING - KARNATAKA

A mechanics training program on VST Shakti Viraaaj tractor and small tractor was organized at GKVK Training Center, Bangalore, Karnataka in May 2019. The participating mechanics were given training in engine dismantling sequence and assembling sequence, major & minor settings, primary inspection, troubleshooting and service schedule.





VST Authorized dealers across the country like M/s. S D Enterprise, M/s. Patel Tractor, M/s. Autade Tractor, M/s. Jain Tractor, M/s. Bhagirathi Agro, M/s. Gandevi Khedut Sangh, M/s. Jai Dwarikadhish Tractor, M/s. Shakti Agencies and M/s. Koshal Agrotech have organized several service camps in and around their respective territories for tillers, tractors, power reapers, rice transplanter during April - June 2019.

